

IN THE CLAIMS

Please amend the claims as follows:

1-6. canceled

7. (original) A method of applying a coating on a backing medium, the method comprising a step of applying a main binder on the medium while the medium is being guided by a conveyor, a step of controlled dispensing and uniform spreading of a fill of conductive particles in the binder, coupled with a step of directing the particles by magnetization, followed by a step of demagnetization, a step of covering the particles in a deposit of an additional binder, and a step of drying the assembly.

8. (original) A method of applying a coating on a backing medium according to claim 7, wherein, when the fill of conductive particles comprises at least some ferromagnetic particles, the magnetization step is followed by a step of demagnetization, and the drying step is followed by a step of remagnetizing the particles.

9. (currently amended) A method of applying a coating on a backing medium according to claim 7, in which the controlled dispensing of the fill is performed by programming the powder delivery rate as a function of the density selected for particles[[, and then by uniform spreading over the pre-glued medium]].

10. (original) A method of applying a coating on a backing medium according to claim 9, in which the magnetization step occurs after the particles have indeed been spread within the main binder following the step of dispensing and spreading the particles, but prior to the binder actually setting by solidifying.

11. (original) A method of applying a coating on a backing medium according to claim 9, in which the steps of dispensing, of spreading, and of magnetizing the particles are combined in such a manner that the particles are directed by magnetization prior to being actually spread within the binder.

12. (original) A method of applying a coating on a backing medium according to claim 7, in which an adhesive resin is sprayed as an additional binder covering the

particles and to enable a medium to be laminated onto the top surface to serve as a front medium.

13. (original) A method of applying a coating on a backing medium according to claim 7, in which the covering step consists in spraying a varnish as the additional binder.

14. (currently amended) Coating apparatus for implementing the method of the invention, the apparatus comprising means for feeding [[the]] a medium onto a conveyor, means for applying a [[principal]] main binder via presser rollers and via at least one nozzle, said main binder applying means being coupled to heater means, a tank of particles coupled to a duster for dispensing the fill of particles, means for spreading the fill of particles within the main binder, electromagnetic means for producing an anisotropic magnetic field for magnetizing the particles, a spray for depositing an additional binder, [[and]] a dryer means, and a demagnetizer placed immediately downstream from the electromagnetic magnetizing means and a final magnetizer is placed downstream from the dryer means, when the fill comprises at least some ferromagnetic particles.

15. (original) Coating apparatus according to claim 14, in which the duster is programmed to deliver the quantity of powder that corresponds to the density selected for the fill, the spreader means are constituted by a system of vibrating screens, and the electromagnetic magnetization means are formed by an electromagnet.

16. (currently amended) Coating apparatus according to claim [[15]] 14, in which the spreader means [[are constituted by]] includes at least one measuring-out unit [[replacing the system of vibrating screens, the unit and the screens]] for forming particular patterns by masking using the particles.

17. (canceled)

18. (currently amended) Coating apparatus according to claim 14, in which, when feeding is performed continuously, the medium is fed from a winding-off roll, [[the]] a front medium is fed from [[a]] another winding-off roll coupled to other presser rollers pressing on the conveyor, and a final winding roll provides a reel of the resulting coated medium.

19. (currently amended) Coating apparatus according to claim 14, in which, when feeding is performed discontinuously, the backing medium is fed sheet by sheet onto the conveyor from a feeder bin, and ~~[[the]]~~ a front medium is fed likewise from a sheet feeder bin, the feeder bins and the means for spreading the fill of particles being controlled by a dispenser system that is automatic and adjusted to the rate of throughput.

20. (currently amended) Coating apparatus according to claim 19, in which the means for applying the main binder and the means for applying the additional binder are governed by an optical sequential controller having photoelectric cells, and connected to the automatic dispenser system.

21. (original) Coating apparatus according to claim 14, in which means are provided for cutting up the resulting coated medium in order to form elements that are to be held in place on metal surfaces by magnetic forces acting between the element and ~~[[the]]~~ a metal surface.